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**TO:** Rick Stirlen

**DATE:** December 17, 1986

**FROM:** Renee V.H. Simons

**SUBJECT:** Benson & Hedges New Packaging Research

This confirms that the sample size of the small scale quantitative research will increase from 300 to a larger number\* based upon Management's recent new packaging approval.

As we discussed, we will be receiving interim data tabs on an on-going basis. If you have any questions, please advise.

\* Number will be determined by our ability to recruit smokers within our time horizons. Expect approximately 500-600 interviews in total.

/pd

cc:

✓ J. Bonhomme  
C. Levy  
K. Miller  
J. Zoler

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